

Name \_\_\_\_\_ Period \_\_\_\_\_

## CHAPTER 30 – PRODUCT PLANNING

1) Product Planning involves:

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2) A companies PRODUCT MIX includes:

Example:

2) Closely related products manufactured or sold by a business are called a

\_\_\_\_\_.

Example:

3) What are the differences between a PRODUCT WIDTH and PRODUCT DEPTH?

4) Why is the depth for Gillette in the razor and toiletries lines so important to the company?

5) Developing new products is a long process. Why do companies take such time and effort to develop and create products?

6) What is the importance of a developing a BUSINESS PROPOSAL?

7) Steps to Product Development include:

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8) Companies must constantly review and modify their products/product mix. This is called

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9) Product planning and development can be done through several different methods. Two of those include:

- Line Extensions—
- Product Modifications-

Example:

10) Products have stages that occur through its life. The four stages include:

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11) Product positioning:

*Goal of product positioning is*

*to* \_\_\_\_\_

13) Positioning can be done through many different means.

i. Price and Quality:

ii. Features and Benefits:

iii. Competition:

